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THE AMERIKA-HAUS BOOKMOBILE PROGRAM

Part III: Appendix

Report No. A-13  
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RESEARCH STAFF

UNITED STATES INFORMATION SERVICE  
AMERICAN EMBASSY, GERMANY



"Did you on . . . visit the bookmobile for the first time or had you been here before?"

"As a rule, approximately how often do you visit the bookmobile? For example, how often did you visit it during the past 12 months?"

Every time it was in town

Every second time  
town

Every third time

Every fourth time

Every fifth time

Never

NOTES ON

\*Less than one half of one per cent.



"Do you nowadays visit the bookmobile more often or less often than in the past? (Much more often or much less often?)"

"Do you remember when you visited the bookmobile for the first time?"

\*Less than one half of one per cent.



"Can you perhaps tell me approximately how many books you borrowed from the bookmobile in the past year? (PROBE: How many Number)"

| "Can you perhaps tell me approximately how many books you borrowed from the bookmobile in the past year? (PROBE: How many? Number)" |  | Sample | % | Total | Visitors | Hannover I | Hannover II | Kassel | Münster | Nürnberg | München | Nürnberg | Stuttgart | Regens- | Koblenz | Mannheim | Würzburg | Regens- | No books | No opinion |
|---|--|--------|---|-------|----------|------------|-------------|--------|---------|----------|---------|----------|-----------|---------|---------|----------|----------|---------|----------|------------|
| 1 - 9   |  | 8      | 1 | 9     | 11       | 11         | 7           | 5      | 11      | 11       | 5       | 5        | 11        | 11      | 11      | 11       | 11       | 11      | 11       | 11         |
| 10 - 19   |  | 13     | 1 | 12    | 14       | 11         | 19          | 14     | 11      | 14       | 16      | 12       | 15        | 9       | 15      | 15       | 15       | 15      | 15       | 15         |
| 20 - 29   |  | 15     | 1 | 10    | 25       | 7          | 6           | 27     | 24      | 8        | 11      | 12       | 15        | 17      | 10      | 14       | 15       | 11      | 28       | 16         |
| 30 - 39   |  | 16     | 1 | 11    | 24       | 6          | 14          | 16     | 19      | 8        | 6       | 9        | 17        | 12      | 16      | 22       | 20       | 15      | 17       | 26         |
| 40 - 49   |  | 11     | 1 | 11    | 12       | 10         | 9           | 5      | 12      | 8        | 7       | 12       | 13        | 10      | 12      | 21       | 12       | 16      | 13       | 11         |
| 50 - 59   |  | 14     | 1 | 12    | 7        | 16         | 13          | 5      | 12      | 16       | 26      | 20       | 11        | 15      | 14      | 14       | 14       | 17      | 9        | 18         |
| 60 - 69   |  | 7      | 1 | 9     | 5        | 10         | 10          | 1      | 2       | 6        | 8       | 9        | 7         | 10      | 14      | 5        | 4        | 4       | 5        | 8          |
| 70 - 79   |  | 5      | 1 | 9     | 2        | 12         | 9           | 2      | 2       | 10       | 6       | 8        | 4         | 5       | 10      | 2        | 1        | 7       | 2        | 5          |
| 80 - 89   |  | 3      | 1 | 1     | *        | 1          | 1           | 5      | 2       | 1        | 4       | 4        | 3         | 1       | 2       | 2        | 2        | *       | 2        | 3          |
| 90 - 99   |  | 1      | 1 | 1     | *        | 3          | 1           | -      | 1       | 1        | 1       | 1        | *         | 1       | 1       | *        | 1        | *       | 1        | 1          |
| 100 books and more  |  | 1      | 1 | *     | -        | -          | -           | -      | -       | -        | -       | -        | *         | 1       | 1       | -        | -        | -       | -        | -          |
| No books  |  | *      | - | -     | -        | -          | -           | -      | -       | -        | -       | -        | *         | 1       | 1       | -        | -        | -       | -        | -          |
| No opinion  |  | 6      | 1 | 1     | 2        | 100        | 100         | 11     | 16      | 100      | 5       | 3        | 100       | 100     | 21      | 11       | 2        | 2       | 5        | 1          |

\*Less than one half of one per cent.



"Were there books written in English among them? What proportion were in English - all of them, most of them, only a few or none of them?"

As a rule do you only read the books you borrow, or do your relatives and friends also have a chance to read them?"

yes, share books  
No, only I read  
No opinion

\*Less than one half of one per cent.



"If 'Yes', share books':  
On the average, how many people  
also read the books you borrow?"

\*Less than one half of one per cent.



"Can you tell me what induced you Total  
to visit the bookmobile for the Visi-  
first time? What or who drew your tors:  
attention to it?"

\*Less than one half or one per cent.

\*Less than one half of one per cent.  
@Some respondents gave more than one answer.



"Did you like it or not?"

"Do you get these books as hoped,  
or don't you?"



"Please tell me your position on each of the following assertions: do you feel these assertions are justified, or don't you?

|                   | Total<br>Visitors:<br>sample<br>% | % Berlin | % Essen I | % Essen II | % Essen III | % Freiburg | % Hannover I | % Hannover II | % Kassel | % Koblenz | % Marburg | % Nuremberg | % Regensburg | % Stuttgart |
|-------------------|-----------------------------------|----------|-----------|------------|-------------|------------|--------------|---------------|----------|-----------|-----------|-------------|--------------|-------------|
| Yes, justified    | 16                                | 35       | 16        | 18         | 19          | 15         | 18           | 16            | 12       | 15        | 15        | 22          | 21           | 13          |
| No, not justified | 80                                | 60       | 80        | 80         | 79          | 74         | 79           | 83            | 82       | 82        | 74        | 75          | 84           | 82          |
| No opinion        | 4                                 | 5        | 4         | 2          | 1           | 6          | 8            | 5             | 5        | 3         | 4         | 4           | 3            | 2           |
|                   | 100                               | 100      | 100       | 100        | 100         | 100        | 100          | 100           | 100      | 100       | 100       | 100         | 100          | 100         |

A - The bookmobiles offer too limited a selection of books

|                   | Total<br>Visitors:<br>sample<br>% | % Berlin | % Essen I | % Essen II | % Essen III | % Freiburg | % Hannover I | % Hannover II | % Kassel | % Koblenz | % Marburg | % Nuremberg | % Regensburg | % Stuttgart |
|-------------------|-----------------------------------|----------|-----------|------------|-------------|------------|--------------|---------------|----------|-----------|-----------|-------------|--------------|-------------|
| Yes, justified    | 6                                 | 4        | 4         | 5          | 6           | 11         | 6            | 7             | 7        | 5         | 6         | 9           | 9            | 7           |
| No, not justified | 80                                | 75       | 87        | 71         | 81          | 75         | 76           | 74            | 78       | 83        | 83        | 78          | 76           | 83          |
| No opinion        | 14                                | 21       | 9         | 24         | 13          | 14         | 18           | 19            | 15       | 12        | 11        | 7           | 12           | 11          |
|                   | 100                               | 100      | 100       | 100        | 100         | 100        | 100          | 100           | 100      | 100       | 100       | 100         | 100          | 100         |

B - The bookmobiles contain too many English-language books, and too few books written in German



C - The bookmobiles contain too much light literature, too few technical publications

E - The bookmobiles are inefficiently organized. The lending system is poorly devised



F - I have nothing to criticize about the bookmobiles. They are very good this way they are

| Total<br>Visitors<br>Sample<br>% | Yes, justified | No, not justified | No opinion |
|----------------------------------|----------------|-------------------|------------|
| 91                               | 80             | 93                | 92         |
| 6                                | 19             | 6                 | 7          |
| <u>3</u>                         | <u>1</u>       | <u>1</u>          | <u>2</u>   |
| 100                              | 100            | 100               | 100        |
|                                  | 90             | 87                | 82         |
|                                  | 6              | 6                 | 12         |
|                                  | <u>2</u>       | <u>2</u>          | <u>3</u>   |
|                                  | 100            | 100               | 100        |
|                                  | 94             | 95                | 92         |
|                                  | 4              | 5                 | 4          |
|                                  | <u>4</u>       | <u>5</u>          | <u>6</u>   |
|                                  | 100            | 100               | 100        |
|                                  | 79             | 87                | 86         |
|                                  | 11             | 11                | 14         |
|                                  | <u>7</u>       | <u>7</u>          | <u>14</u>  |
|                                  | 100            | 100               | 100        |
|                                  | 85             | 95                | 97         |
|                                  | 1              | 1                 | 1          |
|                                  | <u>1</u>       | <u>1</u>          | <u>1</u>   |
|                                  | 100            | 100               | 100        |
|                                  | 94             | 95                | 97         |
|                                  | 2              | 2                 | 2          |
|                                  | <u>2</u>       | <u>2</u>          | <u>2</u>   |
|                                  | 100            | 100               | 100        |
|                                  | 95             | 95                | 95         |
|                                  | 4              | 4                 | 4          |
|                                  | <u>4</u>       | <u>4</u>          | <u>4</u>   |
|                                  | 100            | 100               | 100        |



"Wherein do you see the chief value Total  
of the bookmobiles - would you  
please read the views listed here to  
and then tell us which one of these sample  
views you would name in the first  
place? And which you would put  
in last place?"

First place:

- A - The bookmobile provides entertainment and diversion 40 40 38 53 46 36 39 33 23 27 38 42 31 47 34 53 48 42 46 41
  - B - Through the bookmobile one learns something about America and its people and acquires a better understanding of them 34 35 37 31 34 32 36 35 44 34 34 26 43 47 23 27 42 26 28 35 40
  - C - The bookmobile affords the chance to enlarge one's knowledge 30 22 20 29 23 25 37 26 26 33 37 39 40 30 32 27 26 28 37 36
  - D - The bookmobile affords the chance of informing oneself on things of which one can make practical use 5 2 4 4 2 3 6 4 7 5 6 17 12 1 5 3 4 2 7 5
- No opinion  $\frac{4}{113@}$   $\frac{1}{100}$   $\frac{3}{102@}$   $\frac{2}{120@}$   $\frac{*}{105@}$   $\frac{10}{106@121@}$   $\frac{3}{102@100}$   $\frac{4}{102@102@132@}$   $\frac{1}{105@}$   $\frac{1}{146@133@}$   $\frac{1}{100}$   $\frac{1}{108@}$   $\frac{2}{146@133@}$   $\frac{1}{100}$   $\frac{1}{102@134@}$   $\frac{2}{123@}$   $\frac{1}{5}$

\* Less than one half of one per cent.

@ Some respondents gave more than one answer



| "How do you go about it, as a rule,<br>when visiting the bookmobile?"     | Total<br>Visitors<br>Sample | %  | Bremen   | %        | Berlin   | %        | Essen I  | %        | Hannover I | %        | Kaiserslautern | %        | Kiel     | %        | Koblenz  | %        | Mannheim | %        | Nuremberg | %        | Regensburg | %        | Stuttgart | %        |      |
|---|-----------------------------|----|----------|----------|----------|----------|----------|----------|------------|----------|----------------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|------------|----------|-----------|----------|------|
| 1 - Do you have a particular book in mind on arriving?                    | 16                          | 10 | 10       | 4        | 10       | 22       | 17       | 10       | 30         | 16       | 14             | 17       | 12       | 16       | 27       | 5        | 26       | 13       | 22        | 12       |            |          |           |          |      |
| 2 - Do you ask the staff to recommend a book to you?                      | 43                          | 81 | 55       | 22       | 39       | 46       | 33       | 38       | 56         | 51       | 47             | 42       | 20       | 31       | 49       | 26       | 50       | 37       | 37        | 63       |            |          |           |          |      |
| 3 - Do you look over the books on hand and then make your choice?         | 52                          | 8  | 34       | 76       | 50       | 32       | 54       | 72       | 59         | 56       | 58             | 61       | 62       | 62       | 73       | 19       | 49       | 53       | 31        |          |            |          |           |          |      |
| 4 - Or do you mostly make your choice with the aid of the card catalogue? |                             | 4  | -        | 8        | *        | 4        | 4        | 10       | 1          | 13       | 8              | 1        | 1        | 3        | 1        | 1        | *        | 19       | 3         | 1        | 1          |          |           |          |      |
| No opinion  |                             |    | <u>1</u> | <u>2</u> | <u>-</u> | <u>*</u> | <u>-</u> | <u>-</u> | <u>-</u>   | <u>-</u> | <u>-</u>       | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>1</u> | <u>1</u> | <u>-</u>  | <u>-</u> | <u>1</u>   | <u>1</u> | <u>1</u>  | <u>1</u> |      |
|   | 116@                        |    | 101@107@ | 102@     | 103@     | 104@114@ | 121@     | 158@     | 131@       | 121@     | 117@           | 110@     | 140@105@ | 114@     | 105@     | 114@     | 105@     | 114@     | 105@      | 114@     | 105@       | 114@     | 105@      | 114@     | 108@ |

\* Less than one half of one per cent.

@ Some respondents gave more than one answer.



"Concerning which areas of American life would you like to read more books? Please use this card. Which of these areas are you most interested in? Which is in first place, and which is in last place?"

|   | Total<br>Visitors<br>Sample | %  | Bremen | Berlin | Bremen<br>III | Hessen<br>I | Hannover<br>I | Hannover<br>II | Kassel<br>Lauter<br>Katzers- | Kiel | Koblenz | Rheinhei-<br>m | Neuren-<br>berg | Regens-<br>burg | Stuttgar-<br>t |    |    |    |    |    |
|---|-----------------------------|----|--------|--------|---------------|-------------|---------------|----------------|------------------------------|------|---------|----------------|-----------------|-----------------|----------------|----|----|----|----|----|
| A - American educational and school system                  | 8                           | 3  | 6      | 7      | 16            | 7           | 10            | 5              | 6                            | 5    | 4       | 20             | 9               | 6               | 7              | 11 | 5  | 5  | 14 | 9  |
| B - Political life, government, local government in America | 8                           | 6  | 6      | 9      | 12            | 11          | 7             | 7              | 4                            | 3    | 5       | 14             | 11              | 7               | 6              | 12 | 5  | 3  | 12 | 10 |
| C - Social problems in America                              | 11                          | 9  | 4      | 18     | 11            | 15          | 11            | 5              | 5                            | 18   | 5       | 29             | 16              | 6               | 5              | 18 | 12 | 3  | 15 | 12 |
| D - Social services in America                              | 8                           | 4  | 3      | 15     | 6             | 11          | 5             | 3              | 4                            | 2    | 6       | 23             | 12              | 1               | 5              | 16 | 7  | 3  | 13 | 8  |
| E - Relationship between employers and employees in America | 4                           | 5  | 1      | 9      | 5             | 5           | 6             | 1              | 1                            | 1    | 2       | 12             | 6               | 1               | 2              | 5  | 4  | 1  | 6  | 6  |
| F - Church and religious life in America                    | 4                           | 2  | 3      | 13     | 8             | 4           | 4             | 3              | 2                            | 4    | 3       | 9              | 5               | 2               | 4              | 7  | 2  | 4  | 4  | 5  |
| G - Cultural fields in America                              | 18                          | 10 | 12     | 17     | 14            | 21          | 19            | 16             | 22                           | 16   | 8       | 32             | 27              | 14              | 12             | 23 | 15 | 13 | 12 | 33 |
| H - American outlook on life, way of life                   | 30                          | 26 | 28     | 29     | 39            | 40          | 25            | 20             | 25                           | 22   | 24      | 39             | 40              | 24              | 18             | 39 | 33 | 30 | 29 | 35 |
| I - American family life                                    | 25                          | 22 | 25     | 29     | 16            | 21          | 19            | 22             | 20                           | 13   | 21      | 39             | 26              | 33              | 16             | 37 | 24 | 24 | 34 | 27 |
| J - American press and radio                                | 3                           | 2  | -      | 3      | 3             | 8           | *             | 2              | -                            | 2    | 9       | 6              | -               | 1               | 5              | -  | -  | 3  | 3  | 3  |
| K - Economy, industry and technology in America             | 13                          | 9  | 11     | 13     | 7             | 18          | 16            | 9              | 9                            | 11   | 15      | 26             | 19              | 9               | 15             | 16 | 10 | 8  | 15 | 13 |

First place:

- A - American educational and school system
- B - Political life, government, local government in America
- C - Social problems in America
- D - Social services in America
- E - Relationship between employers and employees in America
- F - Church and religious life in America
- G - Cultural fields in America
- H - American outlook on life, way of life
- I - American family life
- J - American press and radio
- K - Economy, industry and technology in America

\* Less than one half of one per cent.



"Concerning which areas of American life would you like to read more books? Please use this card. Which of these areas are you most interested in? Which is in first place, and which is in last place?"

### First Place:

| Total<br>Visi-<br>tors<br>Sample | Berlin | Bremen | Essen I | Essen II | Essen III | Freiburg | Hamburg | Hannover I | Hannover II | Kaiserslautern | Kassel | Kiel | Koblenz | Mannheim | Munich | Nuremberg | Regensburg | Ruhrberg | Stuttgart |      |     |      |      |
|----------------------------------|--------|--------|---------|----------|-----------|----------|---------|------------|-------------|----------------|--------|------|---------|----------|--------|-----------|------------|----------|-----------|------|-----|------|------|
| 3                                | 2      | 1      | 2       | 3        | 3         | 3        | 3       | *          | *           | 4              | 11     | 1    | 4       | 4        | 2      | 12        | 7          | 2        | 1         | 7    | 4   | 4    | 1    |
| 3                                | *      | 5      | 2       | 3        | 3         | 3        | 3       | 2          | 4           | 11             | 1      | 4    | 4       | 4        | 2      | 1         | *          | 1        | 1         | 1    | -   | 1    |      |
| 2                                | *      | 3      | 5       | 1        | 1         | 3        | 3       | 3          | 4           | 2              | 2      | 1    | 2       | 2        | 2      | 5         | *          | 1        | 1         | 1    | 1   | 2    |      |
| 140@                             | 100    | 108@   | 171@    | 144@     | 168@      | 131@     | 100     | 106@       | 101@        | 110@           | 101@   | 106@ | 106@    | 106@     | 106@   | 106@      | 106@       | 106@     | 106@      | 122@ | 100 | 162@ | 165@ |

\* Less than one half of one per cent.

@ Some respondents gave more than one answer.



"Concerning which areas of American life would you like to read more books? Please use this card. Which of these areas are you most interested in? Which is in first place, and which is in last place?

Last place:

|   | Total<br>Visitors,<br>Sample<br>% | % Berlin          | % Bremen          | % Hamburg          | % Essen I          | % Essen II         | % Hannover I       | % Hannover II     | % Kassel           | % Koblenz          | % Mainz            | % Marburg          | % Nuremberg        | % Regensburg       | % Stuttgart        |                    |
|---|-----------------------------------|-------------------|-------------------|--------------------|--------------------|--------------------|--------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| A - American educational and school system                  | 5                                 | 8                 | 5                 | 6                  | 3                  | 4                  | 2                  | 5                 | 6                  | 2                  | 6                  | 7                  | 4                  | 5                  | 2                  | 4                  |
| B - Political life, government, local government in America | 15                                | 20                | 9                 | 5                  | 10                 | 15                 | 11                 | 16                | 12                 | 13                 | 23                 | 18                 | 12                 | 17                 | 19                 | 14                 |
| C - Social problems in America                              | 2                                 | 2                 | 1                 | 4                  | 5                  | 2                  | 1                  | *                 | 1                  | *                  | 1                  | *                  | 2                  | 2                  | 2                  | 6                  |
| D - Social services in America                              | 1                                 | 1                 | 1                 | 3                  | 1                  | 3                  | *                  | *                 | 1                  | -                  | 1                  | -                  | 1                  | 1                  | *                  | 1                  |
| E - Relationship between employers and employees in America | 4                                 | 6                 | 2                 | 5                  | 6                  | 4                  | 3                  | 4                 | 8                  | 4                  | 3                  | 2                  | 4                  | 4                  | 6                  | 1                  |
| F - Church and religious life in America                    | 11                                | 17                | 8                 | 10                 | 5                  | 7                  | 11                 | 14                | 13                 | 10                 | 7                  | 11                 | 15                 | 7                  | 14                 | 9                  |
| G - Cultural fields in America                              | 1                                 | 1                 | *                 | 5                  | 6                  | 2                  | 1                  | 1                 | 1                  | *                  | -                  | 1                  | -                  | 3                  | 2                  | *                  |
| H - American outlook on life, way of life                   | 2                                 | -                 | -                 | 4                  | 5                  | 2                  | 1                  | 1                 | 1                  | 1                  | 1                  | 1                  | 1                  | -                  | *                  | 1                  |
| I - American family life                                    | 3                                 | *                 | *                 | 5                  | 5                  | 4                  | 3                  | 3                 | 1                  | 2                  | 1                  | 2                  | 1                  | 2                  | 2                  | 2                  |
| J - American press and radio                                | 7                                 | 12                | 10                | 5                  | 7                  | 7                  | 5                  | 8                 | 7                  | 6                  | 13                 | 9                  | 4                  | 6                  | 5                  | 4                  |
| K - Economy, industry and technology in America             | 8                                 | 11                | 16                | 8                  | 16                 | 12                 | 6                  | 9                 | 6                  | 6                  | 7                  | 6                  | 12                 | 6                  | 9                  | 7                  |
| L - Agriculture in America                                  | 24                                | 19                | 41                | 15                 | 19                 | 19                 | 33                 | 31                | 40                 | 42                 | 23                 | 14                 | 19                 | 31                 | 20                 | 12                 |
| Others  | -                                 | -                 | -                 | -                  | -                  | -                  | -                  | -                 | -                  | -                  | -                  | -                  | -                  | -                  | -                  | -                  |
| No opinion  | $\frac{17}{100\%}$                | $\frac{3}{100\%}$ | $\frac{7}{100\%}$ | $\frac{23}{100\%}$ | $\frac{11}{100\%}$ | $\frac{17}{100\%}$ | $\frac{22}{100\%}$ | $\frac{7}{100\%}$ | $\frac{11}{100\%}$ | $\frac{14}{100\%}$ | $\frac{35}{100\%}$ | $\frac{28}{100\%}$ | $\frac{12}{100\%}$ | $\frac{17}{100\%}$ | $\frac{36}{100\%}$ | $\frac{4}{100\%}$  |
|   |                                   |                   |                   |                    |                    |                    |                    |                   |                    |                    |                    |                    |                    |                    | $\frac{30}{100\%}$ | $\frac{21}{100\%}$ |

\* Less than one half of one per cent.



'Approximately how often do you read the newspaper during the week? How about the past year, for instance?



"Do you also read periodicals or pictorials?"

IF "Yes": "Do you read periodicals or pictorials often or seldom?"

Once a week or more often  
2 - 3 times a month  
About once a month

Less often  
No opinion



| Total<br>Visi-<br>tors'<br>Sample<br>% | %<br>Berlin | %<br>Bremen | %<br>Essen I | %<br>Essen II | %<br>Essen III | %<br>Freiburg | %<br>Hamburg | %<br>Hanover I | %<br>Hanover II | %<br>Kaiserslautern | %<br>Kiel | %<br>Koblenz | %<br>Mainz | %<br>Mannheim | %<br>Marburg | %<br>Neuenheim | %<br>Nuremberg | %<br>Regensburg | %<br>Stuttgart |    |
|--|-------------|-------------|--------------|---------------|----------------|---------------|--------------|----------------|-----------------|---------------------|-----------|--------------|------------|---------------|--------------|----------------|----------------|-----------------|----------------|----|
| Yes, where                             | 89          | 80          | 86           | 87            | 93             | 90            | 82           | 95             | 88              | 91                  | 92        | 90           | 98         | 83            | 85           | 96             | 90             | 91              | 88             | 84 |
| No                                     |             | <u>11</u>   | <u>20</u>    | <u>14</u>     | <u>7</u>       | <u>10</u>     | <u>5</u>     | <u>19</u>      | <u>10</u>       | <u>12</u>           | <u>9</u>  | <u>10</u>    | <u>100</u> | <u>100</u>    | <u>100</u>   | <u>100</u>     | <u>100</u>     | <u>100</u>      | <u>100</u>     |    |

"Do you perhaps know whether there is also a chance of borrowing books elsewhere in this vicinity? (I mean apart from the bookmobile?)

If "Yes":  
"Did you perhaps borrow some books there at some time?"

Yes, where?  
No

|             |    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------|----|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Yes, where? | 56 | 53        | 51        | 52        | 47        | 71        | 53        | 61        | 61        | 60        | 54        | 62        | 63        | 58        | 53        | 58        | 50        | 50        | 52        | 50        |
| No          |    | <u>44</u> | <u>47</u> | <u>49</u> | <u>48</u> | <u>53</u> | <u>29</u> | <u>47</u> | <u>29</u> | <u>40</u> | <u>46</u> | <u>37</u> | <u>42</u> | <u>47</u> | <u>42</u> | <u>50</u> | <u>50</u> | <u>48</u> | <u>50</u> | <u>50</u> |



'In all, approximately how many books have you read during the past year, books you bought as well as borrowed? (Number)

Less than one half of one per cent.



\* Less than one half of one per cent.



"Have you ever visited an Amerika-Haus? (Approximately how often during the past year?)"

| Total<br>visitors'<br>sample<br>% | %<br>Amerika-Haus | %<br>Berlin | %<br>Essen I | %<br>Essen II | %<br>Hannover I | %<br>Hannover II | %<br>Kaiserslautern | %<br>Kassel | %<br>Kiel  | %<br>Koblenz | %<br>Mainzheim | %<br>Muenchen | %<br>Nuremberg | %<br>Regensburg | %<br>Stuttgart |
|-----------------------------------|-------------------|-------------|--------------|---------------|-----------------|------------------|---------------------|-------------|------------|--------------|----------------|---------------|----------------|-----------------|----------------|
| Yes, 12 or more times             | 1                 | 2           | *            | 1             | *               | 1                | *                   | 3           | 1          | 5            | 1              | 3             | 1              | 2               | *              |
| Yes, 7 - 11 times                 | 1                 | *           | -            | 1             | *               | 1                | *                   | 1           | 1          | 2            | -              | *             | 1              | 1               | *              |
| Yes, 4 - 6 times                  | 1                 | 1           | -            | *             | 1               | *                | -                   | *           | -          | *            | 1              | 1             | 2              | 2               | 1              |
| Yes, 2 - 3 times                  | 2                 | 4           | 3            | *             | 1               | 1                | 4                   | 3           | 2          | 4            | 2              | 6             | *              | 3               | 1              |
| Yes, only once                    | 5                 | 5           | 3            | 6             | 4               | 6                | 4                   | 5           | 8          | 4            | 6              | 7             | 5              | 2               | 2              |
| Yes, visited a center in the past | 5                 | 4           | 5            | 3             | 6               | 6                | 4                   | 3           | 7          | 2            | 4              | 13            | 4              | 5               | 2              |
| No, have never visited a center   | <u>85</u>         | <u>84</u>   | <u>89</u>    | <u>91</u>     | <u>89</u>       | <u>85</u>        | <u>87</u>           | <u>86</u>   | <u>82</u>  | <u>92</u>    | <u>84</u>      | <u>77</u>     | <u>81</u>      | <u>83</u>       | <u>85</u>      |
|                                   | <u>100</u>        | <u>100</u>  | <u>100</u>   | <u>100</u>    | <u>100</u>      | <u>100</u>       | <u>100</u>          | <u>100</u>  | <u>100</u> | <u>100</u>   | <u>100</u>     | <u>100</u>    | <u>100</u>     | <u>100</u>      | <u>100</u>     |

\* Less than one half of one per cent.



| "Have you ever participated in an activity sponsored by an Amerika-Haus which was held outside the center itself, perhaps even in some other vicinity? (% approximately how often?)" | Total | Visitors | Sample |     |
|--|-------|----------|--------|-----|
| No   | 94    | 100      | 100    | 100 |
| Yes, 12 times or more  | 1     | 1        | *      | 100 |
| Yes, 4 - 11 times  | 1     | -        | -      | 100 |
| Yes, 2 - 3 times   | 2     | 1        | *      | 100 |
| Yes, once  | 2     | 1        | 2      | 100 |
|  |       |          |        | 94  |

■ Less than one half of one per cent.



"Can you tell me the name of  
the President of the United  
States of America?"

| Total<br>Visi-<br>tors<br>Sample<br>% | % Right         | % Wrong         | % Don't know    | % Berlin        | % Bremer        | % Essen I       | % Essen II      | % Essen III     | % Hamburg       | % Hannover I    | % Hannover II   | % Kaisers-<br>lautern | % Kassel        | % Kiel          | % Mannheim      | % Marburg       | % Nuremberg     | % Stuttgart     |
|---------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 95                                    | 88              | 98              | 98              | 95              | 94              | 95              | 94              | 97              | 99              | 92              | 95              | 92                    | 95              | 93              | 96              | 95              | 89              | 96              |
| 2                                     | 5               | *               | 1               | 3               | 3               | 2               | 5               | 1               | 1               | 4               | 2               | 3                     | 2               | 3               | 2               | 1               | 4               | 2               |
| $\frac{3}{100}$                       | $\frac{7}{100}$ | $\frac{2}{100}$ | $\frac{2}{100}$ | $\frac{1}{100}$ | $\frac{1}{100}$ | $\frac{3}{100}$ | $\frac{1}{100}$ | $\frac{2}{100}$ | $\frac{4}{100}$ | $\frac{2}{100}$ | $\frac{4}{100}$ | $\frac{5}{100}$       | $\frac{4}{100}$ | $\frac{2}{100}$ | $\frac{4}{100}$ | $\frac{7}{100}$ | $\frac{2}{100}$ | $\frac{2}{100}$ |

Less than one half of one per cent.



'And can you tell me what is the capital of the United States, the seat of government?



"Can you tell me what the parliament of the United States is called?"



IF "Yes": "What countries have done the most in developing peaceful uses of atomic energy?" (Several answers possible)

- \* Less than one half of one per cent
- ② Some respondents gave more than one answer.



|                 | Total | Visitors,<br>Sample | %   | Berlin | Bremen | Essen I | Essen II | Freiburg | Hannover I | Hannover II | Kassel | Kiel | Koblenz | Mannheim | Munich | Nuremberg | Regensburg | Rheine | Stuttgart |     |     |
|-----------------|-------|---------------------|-----|--------|--------|---------|----------|----------|------------|-------------|--------|------|---------|----------|--------|-----------|------------|--------|-----------|-----|-----|
| England         | 16    | 10                  | 10  | 21     | 14     | 17      | 63       | 73       | 72         | 75          | 13     | 9    | 22      | 8        | 11     | 23        | 24         | 13     | 23        | 12  | 20  |
| USA             | 70    | 76                  | 76  | 69     | 73     | 63      | 1        | 1        | 1          | 1           | 21     | 79   | 56      | 77       | 71     | 63        | 60         | 79     | 59        | 84  | 69  |
| France          | *     | -                   | 1   | 1      | -      | 2       | 1        | 1        | -          | *           | 2      | 1    | -       | 1        | 1      | -         | 1          | -      | 1         | 1   | 1   |
| Russia          | 1     | 1                   | 2   | 1      | -      | -       | -        | -        | -          | -           | 2      | 1    | -       | 1        | 1      | -         | -          | -      | -         | -   | -   |
| Italy           | -     | -                   | -   | -      | -      | -       | -        | -        | -          | -           | -      | -    | -       | -        | -      | -         | -          | -      | -         | -   | -   |
| Other countries | 2     | 2                   | 2   | 2      | 2      | 1       | -        | 5        | 2          | 2           | 2      | 2    | 2       | 3        | 1      | 1         | 1          | 3      | 1         | 1   | 1   |
| No opinion      | 11    | 11                  | 9   | 6      | 18     | 9       | 8        | 10       | 8          | 10          | 11     | 12   | 15      | 11       | 14     | 6         | 13         | 2      | 9         | 13  | 12  |
|                 | 100   | 100                 | 100 | 100    | 100    | 100     | 100      | 100      | 100        | 100         | 100    | 100  | 100     | 100      | 100    | 100       | 100        | 100    | 100       | 100 | 100 |

IF Multiple Answers to Preceding Question:  
"And which one of those has done the most, in your opinion?"

|                 |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| England         | 62  | 72  | 62  | 57  | 56  | 50  | 65  | 66  | 67  | 68  | 60  | 70  | 69  | 58  | 60  | 65  | 53  | 60  | 46  |     |
| USA             | 14  | 19  | 13  | 15  | 17  | 6   | 14  | 12  | 18  | 16  | 15  | 17  | 16  | 6   | 16  | 9   | 21  | 14  | 20  | 14  |
| France          | 30  | 44  | 23  | 42  | 19  | 13  | 23  | 37  | 36  | 29  | 43  | 30  | 43  | 19  | 32  | 47  | 26  | 21  | 12  | 30  |
| Russia          | 74  | 81  | 74  | 60  | 62  | 69  | 73  | 70  | 64  | 76  | 76  | 73  | 77  | 76  | 80  | 84  | 74  | 92  | 70  | 69  |
| Italy           | 64  | 71  | 62  | 66  | 52  | 59  | 65  | 71  | 67  | 69  | 60  | 73  | 78  | 36  | 63  | 72  | 59  | 64  | 50  | 72  |
| Other countries | 6   | 2   | 11  | 6   | 4   | 5   | 2   | 2   | 8   | 6   | 4   | 7   | 8   | 4   | 4   | 7   | 4   | 4   | 4   | 10  |
| No opinion      | 250 | 289 | 245 | 246 | 215 | 201 | 245 | 258 | 260 | 264 | 258 | 270 | 290 | 203 | 248 | 293 | 233 | 261 | 192 | 266 |

"As far as you know, in which fields has atomic energy been applied up to now?"

- A - In the field of medicine
- B - In the field of agriculture
- C - In industrial production
- D - In the generation of electricity
- E - For the propulsion of ships and aircraft
- No opinion

\* Less than one half of one per cent.

® Some respondents gave more than one answer.



"Have you ever heard of a plan  
for mutual aerial inspection  
of military installations which  
was submitted during the Four-  
Power Conference of the heads of  
state in Geneva in July of 1955?"

|                            | Total<br>Visitors:<br>Sample | %                       | Bremen | %                       | Essen I                 | %                       | Hannover I              | %                       | Kaisers-<br>lautern     | %                       | Kassel                  | %                       | Kiel                    | %                       | Koblenz                 | %                       | Mannheim                | %                       | Muenchen                | %                       | Nuremberg | % | Stuttgart | % |
|----------------------------|------------------------------|-------------------------|--------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------|---|-----------|---|
| Yes, heard of it           | 66                           | 70                      | 65     | 59                      | 43                      | 57                      | 73                      | 61                      | 69                      | 74                      | 69                      | 74                      | 78                      | 68                      | 65                      | 70                      | 64                      | 63                      | 51                      | 75                      |           |   |           |   |
| No, haven't heard<br>of it |                              | <u>34</u><br><u>100</u> |        | <u>30</u><br><u>100</u> | <u>35</u><br><u>100</u> | <u>41</u><br><u>100</u> | <u>57</u><br><u>100</u> | <u>43</u><br><u>100</u> | <u>27</u><br><u>100</u> | <u>32</u><br><u>100</u> | <u>31</u><br><u>100</u> | <u>26</u><br><u>100</u> | <u>22</u><br><u>100</u> | <u>32</u><br><u>100</u> | <u>25</u><br><u>100</u> | <u>30</u><br><u>100</u> | <u>36</u><br><u>100</u> | <u>37</u><br><u>100</u> | <u>49</u><br><u>100</u> | <u>25</u><br><u>100</u> |           |   |           |   |



'Are you generally satisfied or dissatisfied with American policy towards Western Germany?"



| Total<br>Visitors<br>Sample | %   | "Do you have some knowledge<br>of English?" | %   | Yes | %   | No  | %   | Hannover I | %  | Hannover II | %  | Kaiserslautern | %  | Kassel | %  | Kiel | %  | Koblenz | %  | Mannheim | %  | Nuremberg | %  | Stuttgart | %  |
|-----------------------------|-----|---|-----|-----|-----|-----|-----|------------|----|-------------|----|----------------|----|--------|----|------|----|---------|----|----------|----|-----------|----|-----------|----|
| 45                          | 35  | 45  | 49  | 47  | 60  | 47  | 40  | 10         | 13 | 10          | 10 | 13             | 12 | 13     | 10 | 11   | 13 | 8       | 9  | 12       | 9  | 7         | 11 | 28        |    |
| 55                          | 65  | 55  | 51  | 53  | 40  | 51  | 59  | 17         | 27 | 16          | 26 | 19             | 16 | 16     | 17 | 30   | 20 | 18      | 19 | 23       | 25 | 17        | 4  | 7         | 11 |
| 100                         | 100 | 100   | 100 | 100 | 100 | 100 | 100 | 9          | 10 | 8           | 10 | 9              | 12 | 16     | 14 | 17   | 5  | 11      | 11 | 9        | 11 | 9         | 4  | 7         | 11 |
|                             |     |   |     |     |     |     |     |            |    |             |    |                |    |        |    |      |    |         |    |          |    |           |    |           |    |

"Do you have some knowledge  
of English?"

If "Yes":  
"How good are you at reading  
English?"

Can read it only with  
difficulty or can  
hardly read it  
Can read fairly well  
Can read fluently  
Read English as well  
as German  
No opinion

\* Less than one half of one per cent.



| Total<br>How necessary do you consider some visitors' knowledge of English in order to make the best use of these bookmobile libraries?* | Bremen          | Essen I         | Essen II        | Essen III        | Freiburg         | Hamburg          | Hannover I       | Hannover II     | Kaiserslautern  | Kiel            | Koblenz         | Mannheim        | Nuremberg        | Stuttgart       |                 |
|--|-----------------|-----------------|-----------------|------------------|------------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|-----------------|-----------------|
| Very necessary   | 20              | 19              | 15              | 18               | 14               | 20               | 12               | 21              | 35              | 22              | 28              | 19              | 35               | 28              | 26              |
| Somewhat necessary   | 28              | 33              | 45              | 26               | 24               | 21               | 24               | 30              | 25              | 35              | 26              | 32              | 28               | 18              | 34              |
| Hardly necessary   | 14              | 13              | 10              | 8                | 17               | 14               | 21               | 14              | 7               | 13              | 7               | 17              | 13               | 14              | 25              |
| Not necessary<br>at all  | 30              | 31              | 23              | 35               | 31               | 31               | 32               | 27              | 24              | 23              | 34              | 29              | 21               | 24              | 14              |
| No opinion   | $\frac{8}{100}$ | $\frac{4}{100}$ | $\frac{7}{100}$ | $\frac{13}{100}$ | $\frac{14}{100}$ | $\frac{14}{100}$ | $\frac{11}{100}$ | $\frac{8}{100}$ | $\frac{9}{100}$ | $\frac{7}{100}$ | $\frac{5}{100}$ | $\frac{3}{100}$ | $\frac{16}{100}$ | $\frac{9}{100}$ | $\frac{2}{100}$ |



| Total<br>Visi-<br>tors!<br>Sample<br>% | "Which book did respondent<br>borrow?" | 1 book          | 2 books         | 3 books         | 4 books or more | No book borrowed | No opinion/No answer | % Stuttgart<br>Burg<br>Regensburg<br>Nuremberg<br>Muenchen<br>Munich<br>Munich<br>Koblenz<br>Kiel<br>Kassel<br>Kaisers-<br>Lauter-<br>Hannover II<br>Hannover I<br>Hamburg<br>Freiburg<br>Essen III<br>Essen II<br>Essen I<br>Bremen<br>Berlin<br>% | % Berlin<br>Visitors!<br>Sample<br>% |                 |                 |
|--|--|-----------------|-----------------|-----------------|-----------------|------------------|----------------------|---|--------------------------------------|-----------------|-----------------|
| 27                                     | 1 book                                 | 13              | 35              | 39              | 30              | 19               | 27                   | 25  | 23                                   | 28              | 32              |
| 28                                     | 2 books                                | 32              | 27              | 32              | 29              | 24               | 27                   | 32  | 40                                   | 23              | 31              |
| 28                                     | 3 books                                | 23              | 39              | 31              | 28              | 25               | 17                   | 26  | 17                                   | 31              | 33              |
| 9                                      | 4 books or more                        | 2               | 9               | 7               | 8               | 1                | 4                    | 12  | 11                                   | 9               | 15              |
| 6                                      | No book borrowed                       | 5               | 3               | 3               | 17              | 8                | 13                   | 2   | 9                                    | 5               | 4               |
| 2                                      | No opinion/No answer                   | $\frac{2}{100}$ | $\frac{5}{100}$ | $\frac{2}{100}$ | $\frac{3}{100}$ | $\frac{2}{100}$  | $\frac{3}{100}$      | $\frac{2}{100}$   | $\frac{3}{100}$                      | $\frac{1}{100}$ | $\frac{1}{100}$ |
|  |  |                 |                 |                 |                 |                  |                      |   |                                      |                 | $\frac{2}{100}$ |

\* Less than one half of one per cent.



| Total<br>Visi-<br>tors<br>Sample<br>% | "Which periodicals or pictorials<br>were borrowed?" | 1 periodical or<br>pictorial | 2 periodicals or<br>pictorials | 3 periodicals or<br>pictorials | 4 periodicals or<br>pictorials or more | None were borrowed | No opinion/No answer |
|---------------------------------------|---|------------------------------|--------------------------------|--------------------------------|--|--------------------|----------------------|
| % Kiel                                |   | 11                           | 7                              | 2                              | 3                                      | *                  | *                    |
| % Kassel                              |   | 4                            | 6                              | 2                              | 3                                      | 4                  | 3                    |
| % Hannover I                          |   | 8                            | 8                              | 3                              | 5                                      | 89                 | 86                   |
| % Hannover II                         |   | 10                           | 7                              | 2                              | 3                                      | 72                 | 79                   |
| % Kaisers-<br>lautern                 |   | 5                            | 8                              | 3                              | 5                                      | 74                 | 77                   |
| % Hamburg                             |   | 5                            | 7                              | 2                              | 5                                      | 86                 | 87                   |
| % Essen I                             |   | 5                            | 7                              | 2                              | 5                                      | 81                 | 78                   |
| % Essen II                            |   | 5                            | 7                              | 2                              | 5                                      | 89                 | 87                   |
| % Essen III                           |   | 7                            | 5                              | 1                              | 2                                      | 72                 | 74                   |
| % Berlin                              |   | 4                            | 5                              | *                              | 2                                      | 100                | 87                   |
| % Bremen                              |   | 10                           | 5                              | *                              | 2                                      | 100                | 78                   |
| % Essen I                             |   | 5                            | 7                              | *                              | 2                                      | 100                | 86                   |
| % Essen II                            |   | 5                            | 7                              | *                              | 2                                      | 100                | 87                   |
| % Essen III                           |   | 7                            | 5                              | *                              | 2                                      | 100                | 86                   |
| % Frankfurt                           |   | 6                            | 4                              | *                              | 2                                      | 100                | 87                   |
| % Hanover III                         |   | 4                            | 5                              | *                              | 2                                      | 100                | 86                   |
| % Kaisers-<br>lautern                 |   | 5                            | 7                              | *                              | 2                                      | 100                | 87                   |
| % Kiel                                |   | 11                           | 7                              | *                              | 2                                      | 100                | 86                   |
| % Koblenz                             |   | 4                            | 6                              | *                              | 2                                      | 100                | 87                   |
| % Mannheim                            |   | 5                            | 7                              | *                              | 2                                      | 100                | 87                   |
| % Marburg                             |   | 5                            | 7                              | *                              | 2                                      | 100                | 87                   |
| % Nuremberg                           |   | 4                            | 6                              | *                              | 2                                      | 100                | 87                   |
| % Regensburg                          |   | 5                            | 7                              | *                              | 2                                      | 100                | 87                   |
| % Stuttgart                           |   | 4                            | 6                              | *                              | 2                                      | 100                | 87                   |

\* Less than one half of one per cent.



■ Less than one half of one per cent.



| Total<br>Visi-<br>tors<br>Sample<br>% | "Where did the respondent come<br>from in order to borrow books?" | %  | Hannover I      | Hannover II     | Kaisers-<br>lautern | Kassel          | Kiel            | Koblenz         | Mannheim        | Marburg         | Muenchen        | Muenster        | Nuremberg       | Stuttgarter     |                 |                 |                 |                 |                 |                 |
|---------------------------------------|---|----|-----------------|-----------------|---------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 47                                    | From the immediate vicinity<br>of the bookmobile stop             | 47 | 44              | 63              | 76                  | 85              | 33              | 28              | 33              | 39              | 49              | 47              | 32              | 59              | 38              | 50              | 24              | 42              | 43              | 26              |
| 30                                    | From the district of the<br>city where the bookmobile<br>stops    | 17 | 38              | 29              | 15                  | 7               | 33              | 30              | 48              | 45              | 32              | 30              | 38              | 30              | 32              | 35              | 28              | 30              | 14              | 38              |
| 18                                    | From other parts of the<br>city or municipality                   | 2  | 16              | 2               | 5                   | 1               | 25              | 38              | 17              | 10              | 16              | 22              | 27              | 9               | 25              | 11              | 37              | 23              | 28              | 33              |
| 2                                     | From out of town (from where?)                                    | -  | 1               | -               | 1                   | *               | 4               | 2               | 1               | 1               | *               | *               | 1               | 1               | 3               | 2               | 10              | 5               | 5               | 2               |
| 1                                     | From the plant before which<br>the bookmobile stops               | -  | *               | 3               | -                   | 7               | -               | -               | *               | 1               | -               | -               | -               | -               | *               | 1               | -               | 8               | -               |                 |
| $\frac{2}{100}$                       | No answer   |    | $\frac{1}{100}$ | $\frac{1}{100}$ | $\frac{3}{100}$     | $\frac{2}{100}$ | $\frac{3}{100}$ | $\frac{1}{100}$ | $\frac{5}{100}$ | $\frac{2}{100}$ | $\frac{1}{100}$ | $\frac{4}{100}$ | $\frac{1}{100}$ | $\frac{3}{100}$ | $\frac{1}{100}$ | $\frac{2}{100}$ | $\frac{1}{100}$ | $\frac{2}{100}$ | $\frac{1}{100}$ | $\frac{1}{100}$ |

\* Less than one half of one per cent.



"How long does it take to get  
to the bookmobile?"

| Total<br>Visi-<br>tors:<br>Sample<br>% | %               | Hannover I      | Hannover II      | Kaisers-<br>lautern | Kiel            | Koblenz         | Mannheim        | Muenchen        | Nuremberg       | Regens-<br>burg | Stuttgar-<br>t  |
|--|-----------------|-----------------|------------------|---------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Less than 5 minutes                    |                 |                 |                  |                     |                 |                 |                 |                 |                 |                 |                 |
| 5 - 10 minutes                         | 37              | 45              | 29               | 21                  | 31              | 30              | 45              | 42              | 31              | 35              | 52              |
| 11 - 15 minutes                        | 28              | 27              | 31               | 42                  | 29              | 32              | 24              | 27              | 31              | 28              | 29              |
| 16 - 20 minutes                        | 17              | 13              | 19               | 15                  | 19              | 9               | 18              | 21              | 22              | 23              | 33              |
| 21 - 30 minutes                        | 8               | 7               | 10               | 6                   | 3               | 2               | 8               | 16              | 10              | 10              | 6               |
| 31 - 45 minutes                        | 6               | 6               | 11               | 4                   | 2               | 2               | 9               | 10              | 6               | 4               | 1               |
| 46 minutes ~ 1 hour                    | *               | 2               | 2                | 1                   | *               | 1               | -               | -               | -               | -               | -               |
| 1 hour and more                        | *               | -               | -                | -                   | -               | -               | -               | -               | -               | -               | -               |
| No answer                              | $\frac{2}{100}$ | $\frac{-}{100}$ | $\frac{10}{100}$ | $\frac{1}{100}$     | $\frac{4}{100}$ | $\frac{1}{100}$ | $\frac{1}{100}$ | $\frac{1}{100}$ | $\frac{9}{100}$ | $\frac{2}{100}$ | $\frac{6}{100}$ |

\* Less than one half of one per cent.



**A Stuttgart**

| Total<br>Visi-<br>tors'<br>Sample<br>% | "What means of transportation<br>do you use to get to the<br>bookmobile?" | %   |
|--|---|-----|
|  | No means of transportation<br>necessary (walked)                          | 88  |
|  | By bicycle  | 4   |
|  | Public transit (bus, street-<br>car, subway, etc.)                        | 1   |
|  | Motorcycle, motorscooter,<br>car, etc.                                    | 1   |
|  | No answer   | 6   |
| 100                                    |   | 100 |

No means of transportation  
necessary (walked)      88  
By bicycle      4  
Public transit (bus, street-  
car, subway, etc.)      1  
Motorcycle, motorscooter,  
car, etc.      1  
No answer      6

$\frac{6}{100}$        $\frac{12}{100}$        $\frac{1}{100}$        $\frac{1}{100}$        $\frac{2}{100}$        $\frac{5}{100}$        $\frac{9}{100}$        $\frac{2}{100}$        $\frac{3}{100}$        $\frac{18}{100}$        $\frac{5}{100}$        $\frac{2}{100}$        $\frac{3}{100}$        $\frac{4}{100}$        $\frac{7}{100}$        $\frac{16}{100}$

\* Less than one half of one per cent.



| Total<br>Visi-<br>tors<br>Sample<br>% | "Which lending card did<br>the respondent use?" | His own         | That of a relative | That of a friend or<br>acquaintance | No answer       |                 |
|---------------------------------------|---|-----------------|--------------------|-------------------------------------|-----------------|-----------------|
| 94                                    |   | 95              | 96                 | 95                                  | 91              | 98              |
| 5                                     |   | 5               | 3                  | 5                                   | 8               | 9               |
| *                                     |   | *               | -                  | -                                   | -               | *               |
| $\frac{1}{100}$                       |   | $\frac{*}{100}$ | $\frac{1}{100}$    | $\frac{1}{100}$                     | $\frac{1}{100}$ | $\frac{1}{100}$ |
|                                       |   |                 |                    |                                     |                 | 94              |
|                                       |   |                 |                    |                                     |                 | 91              |
|                                       |   |                 |                    |                                     |                 | 95              |
|                                       |   |                 |                    |                                     |                 | 92              |
|                                       |   |                 |                    |                                     |                 | 89              |
|                                       |   |                 |                    |                                     |                 | 98              |
|                                       |   |                 |                    |                                     |                 | 7               |
|                                       |   |                 |                    |                                     |                 | 7               |
|                                       |   |                 |                    |                                     |                 | 3               |
|                                       |   |                 |                    |                                     |                 | 2               |
|                                       |   |                 |                    |                                     |                 | 10              |
|                                       |   |                 |                    |                                     |                 | 8               |
|                                       |   |                 |                    |                                     |                 | 5               |
|                                       |   |                 |                    |                                     |                 | 5               |
|                                       |   |                 |                    |                                     |                 | 8               |
|                                       |   |                 |                    |                                     |                 | 4               |

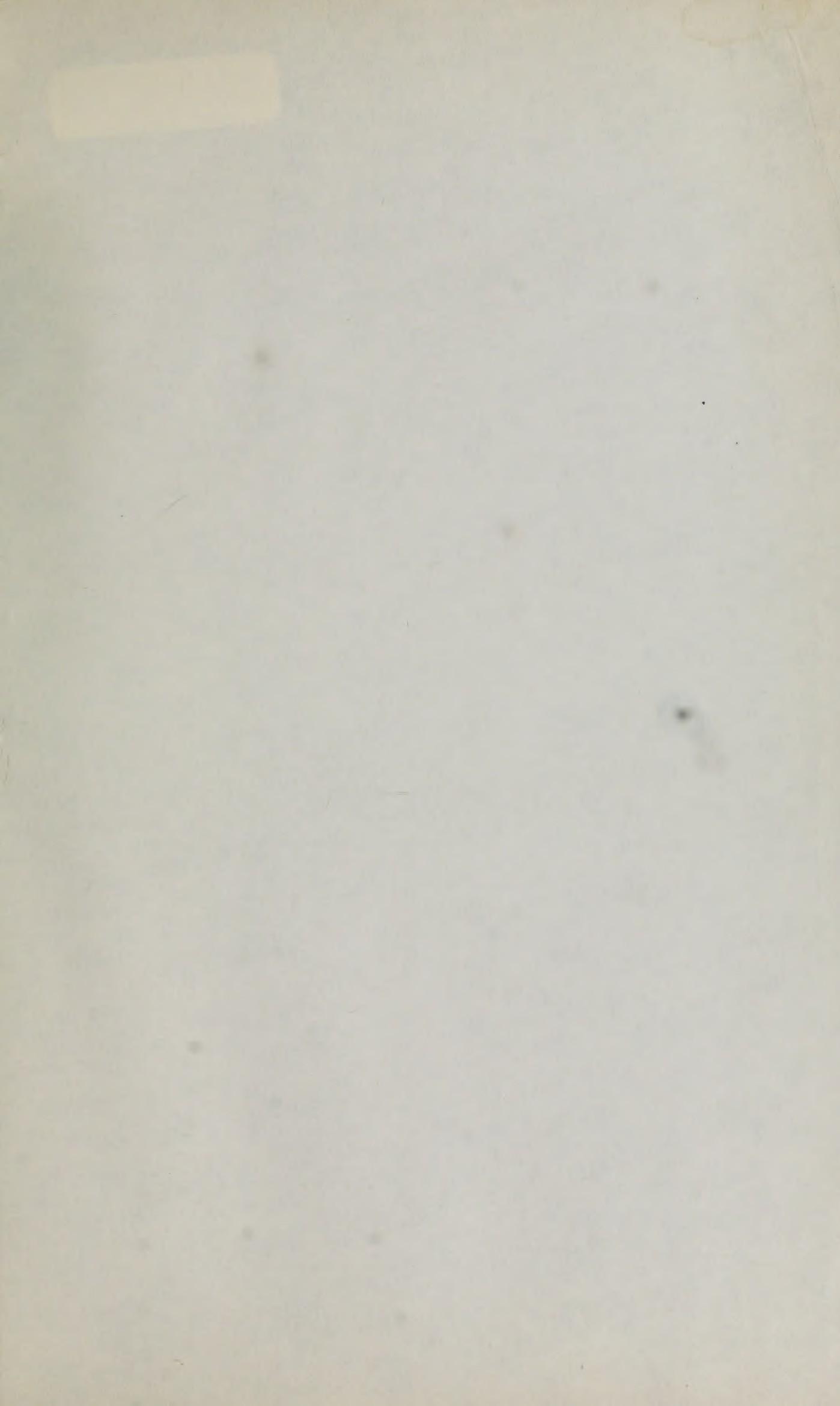
\* Less than one half of one per cent.



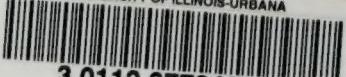
Percentage of Card Holders  
in each Service Area

| <u>Cardholder</u> | <u>Population</u> | %<br>Sample<br>of<br>Total |
|-------------------|-------------------|----------------------------|
| (997)             | (998)             |                            |
| 3.496             | 175.715           | 2 Berlin                   |
| 6.925             | 203.300           | 2 Bremen                   |
| 6.624             | 602.710           | 2 Essen I                  |
| 5.967             | 348.610           | 2 Essen II                 |
| 1.580             | 548.700           | 2 Essen III                |
| 3.355             | 129.700           | 2 Freiburg                 |
| 9.555             | 250.800           | 2 Hamburg                  |
| 7.291             | 190.300           | 2 Hannover I               |
| 6.298             | 98.100            | 2 Hannover II              |
| 2.540             | 73.400            | 2 Kaisers-<br>lautern      |
| 3.385             | 99.900            | 2 Kassel                   |
| 3.998             | 291.400           | 2 Kiel                     |
| 5.225             | 106.900           | 2 Koblenz                  |
| 1.118             | 37.900            | 2 Mannheim                 |
| 2.471             | 70.900            | 2 Marburg                  |
| 11.685            | 152.050           | 2 Muenchen                 |
| 19907             | 18.748            | 2 Nuernberg                |
| 4.631             | 66.600            | 2 Regens-<br>burg          |
| 3.538             | 92.300            | 2 Stuttgart                |
| 91.589            | 3.558.033         |                            |





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